

**Press release**  
January 30<sup>th</sup>, 2018



## **Realfiction's DeepFrame and Dreamoc Diamond presented to prominent companies such as Apple, LG and Verizon during January**

**Realfiction Holding AB ("Realfiction") announces that the company held demonstrations of its glasses-free, mixed reality displays for a number of high-profile potential partners and clients such as Apple, LG, Verizon, Imperial Hotels and Louis Vuitton during the month of January. The presentations were held during the CES week in Las Vegas, USA and at a large partner event on the 23<sup>rd</sup> and 24<sup>th</sup> of January in London.**

"In addition to the 'CES 2018 Innovation Awards Honoree' title, our presentations of DeepFrame One, the world's largest mixed reality display, and the simplicity of creating content for our platform, received a very positive response from prominent potential partners and clients during the CES week," says Realfiction's CEO Clas Dyrholm.

Following the CES presentations in Las Vegas, the company co-hosted a showcase event on the 23<sup>rd</sup> and 24<sup>th</sup> of January in London together with its partner Animmersion. The event showcased the entire Realfiction product portfolio and gathered close to 130 guests consisting of existing and potential new clients, such as larger retailers and leading industries in confectionary, fashion and jewellery.

"In London we were able to really take centre stage and show the amazing experiences that can be created with DeepFrame and the Dreamoc line as the core element. The strong and growing support for our platform, in both the United States and in Europe, is a great indication of the massive, global opportunities ahead of us," Clas Dyrholm continues.

The ongoing effort to put the company's leading mixed reality screens in front of a large number of potential partners and clients will continue during the 6-9<sup>th</sup> of February at Integrated Systems Europe 2018, the largest AV and systems integration show in the world, taking place in Amsterdam. Realfiction will be represented at ISE with a booth to showcase DeepFrame and Dreamoc Diamond as the main attractions.

During the CES week, Realfiction and DeepFrame One received a lot of media coverage including features on Engadget and Mashable with text and video. They are available through the links below:

<https://www.engadget.com/2018/01/10/deepframe-ar-display-REALFICTION/>

<http://mashable.com/2018/01/11/deepframe-augmented-reality-window/#ZaPsPpXbEZq3>

Furthermore, a video from the showcase during CES can be viewed through this link:

[https://www.youtube.com/watch?v=5cjV\\_RGDGxI](https://www.youtube.com/watch?v=5cjV_RGDGxI)

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**Certified Adviser**

Sedermøra Fondkommission is the company's Certified Adviser.

*This information is information that Realfiction Holding AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on January 30<sup>th</sup>, 2018.*

**About Realfiction Holding AB**

Founded in Denmark in 2008, Realfiction is a leading mixed-reality solutions company, a market estimated to reach USD 80 billion by 2025. The company's first product, Dreamoc, has been sold in over 10.000 units. DeepFrame, a new patent-pending product platform available as mixed-reality displays in larger and smaller formats, was made available to customers in September 2017. DeepFrame enables a wide range of new application areas for companies within entertainment, manufacturing and retail. The platform is also being developed for innovative consumer products. For easy access to Realfiction's products, the company provides complete solutions that can be purchased, rented or leased in collaboration with a global network of distributors and content creators. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI" The share's ISIN code is SE0009920994.